

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

VOL. III, NO. 23 Boyes Hot Springs, Calif. Friday, Dec. 13, 1957

By Mail: \$1.29 per year. Pickup, free.

Ol' Friday the 13th is ripe

IN THE VALLEY OF THE MOON

And Christmas is just 12 days away, which time will pass so fast you'll hardly believe it.

And you've still not mailed those Christmas cards? Get on the ball right away. The postoffice has enough trouble with packages, and the force will appreciate your getting those cards in at once.

Local postoffice staff is getting more and more mail every day, and even with added personnel will have its hands full. Give 'em a break.

Some wives frown on their husbands' poker parties. Others have lucky husbands. VALLEY WATCH REPAIR, Boyes. Xmas gifts.

Lotsa fog the last week or so. Many of us hate to drive in it—but honestly, it doesn't get as bad here as down in the San Fernando valley. There you could almost cut it with a knife. Many a day when we were supposed to be in Reseda, 8 miles away, at about 8 a.m. we got there at 11. Holed up in gas station till it was safe to go ahead.

LADIES' NITE for the LIONS Tuesday, 7 p.m. at Sonoma Golf & Country Club. Gift exchange. Prime rib roast. Everything!

At that we're pretty lucky here. In the midwest, right now, the temperatures we have here would be considered a hot spell—back there when in many states it's well below zero.

PALMS INN, Verano. Home of the Lions. Wonderful food, always. Cocktail bar. Finest mixed drinks. Meet Carl and Jim.

FOR SALE—Late model Star Hot Dog Steamer. Counter size, two compartments. All electric. Cost \$85 new, take \$35. 112A Poplar Ave., Boyes Springs.

Local Boy Scouts are selling trees—which they cut and brought back themselves—at a lot across from the Boyes Springs Food Center. Their prices seem most reasonable.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Boyes Hot Springs Merchants' association is planning on erecting a Christmas tree at the plaza corner within the next day or two. The association also will stage a free theater party for local kids at the Boyes theater on Monday, Dec. 23, along with candy and other gimmicks.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

Lions club has a theater party listed for the Saturday before Christmas, and this one should be a doozie. Lions have also scheduled a ladies' night party next Tuesday eve at Sonoma Town and Country club, with prime rib roast and gift exchange.

Kiwanis club has its Christmas party next Tuesday night also at the Palms inn. Over 100 are expected.

FOUR CORNERS CAFE, So. Broadway. Steam Beer. Pizza in 12 varieties. Domestic and imported beer. Wine, too.

Ran into Jim Day the other night. He retired December 1 after 45 years as storekeeper for the Southern Pacific stationed in San Francisco. Day now lives on Central avenue, Boyes, has a wife and five children. Loves it here.

PLAZA LIQUORS (next to B of A, Sonoma). Off-sale liquor, wine, beer, soft drinks. Hors d'ouvres. Pizzas. Snacks. Novelties.

Poor old Ezra Benson, secretary of agriculture, has come up with about the craziest form of farm relief you ever heard of. He now wants to retire entire farms from production, paying a nice subsidy. He, along with Secretary Dulles, are tremendous drags on the republican administration. Let's fire 'em.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

Comes now the school bond election, due next Tuesday, Dec. 17.

Moonbeams is all for more and better education—but this bond issue is not the answer.

The school authorities apparently believe that more classrooms will do the trick, but their thinking has been and still is on the moribund side.

1. We're against spending another nickel to expand the high school plant—in Sonoma. Any expansion should be made out in the

Valley, where the potential increased enrollment will come from, in large part. The old high school building is fit for retirement, the board has but limited land space available, and the location is not convenient for most of the wide-flung district.

2. If there is any expansion desirable, let's have it out this way—say a junior high school, or much better, a full-grown senior high school.

3. With stepped up science education quite necessary, with federal expenditures to be upped considerably, workmen's hours probably raised, and some belt tightening, it's not a good time to spend more money for schools or other local projects.

4. We have word from Sacramento that the 12-month school year is being intensively studied, but do you hear of any such thing in the local school districts?

5. When there's an emergency—and there seems to be one now—what's wrong with splitting up the school day (divided sessions), to make full and complete use of our existing school plants? The pupils would have just about the same hours of schooling, they'd also have about the same in home work, and maybe you could adjust your household schedules so it would be nice to have the kids (some of them at least) home for the noon meal.

Sure, the bond issue won't increase your taxes more than \$1 or so each year, but added to the present school and special district taxes, you'll all too soon be paying out a yearly sum in taxes that constantly gets more and more.

Now for the Payoff: The last time the bonds were up for a vote, they were beaten by only a vote or two. Since then, the proponents of more spending have gone out and got more than 400 new registrants. Assuming most of these will vote for the bonds, it behooves every person who's against them to get out and vote no. We know of many of that opinion who failed to vote at the last bond election. Don't fail to vote this time, or the advocates of big and constantly more spending for schools will win the election.

For gosh sakes, plan to vote next Tuesday. Polls are open from 7 a.m. to 7 p.m.

And read the letter which follows:

MIKE & ROSE'S BOYES SPRINGS STORE. Special low prices last three days each week. Finest steaks in the Valley.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

Dear Col. Little:

The Season's Greetings to your little paper, Moonbeams!

As a retired teacher, property owner and wife of a man who

thinks and secures patents, I want to say, "I am glad there is one who dares to openly oppose school spending."

We do have to call a halt and find some way where ALL the people—not just property owners—pay for the education of children.

Enclosed find clipping. Does the county superintendent approve of children being used to put over a bond issue which has failed twice? (Contests of this kind are never fair to begin with, and do the teachers take their precious teaching hours to coach these would-be winners? Or do parents (who have literary ability) do the trick?)

I know of a case where the superintendent sent his supervisor down to a little school which was having its children make posters for the reelection of a good trustee and that supervisor confiscated the beautiful posters, saying it was against the law to have children in school enter into school politics. Is this case similar?

MRS. A. W.

PAUL'S OLD RANCHERO, Verano. Mighty good dinners. Banquets a specialty. Music Saturdays—Paul and Buff. Cocktails.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

No one yet has told us, convincingly, why there ever should be jurisdictional or secondary strikes, hot cargo activities, good squads, mass picketing, featherbedding, limitation of production, rejection of arbitration, or a requirement that a man must join a union in order to get and hold a job. And until someone does . . .

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

DENNY'S COG CLUB, Boyes. Gene, Bud or Denny will greet you. It's sportsmen's headquarters—hunters, fishermen, football fans.

Yep, the singing commercials go on and on. Apparently we can't lick 'em. But we've learned to ignore them, to a degree, and refuse to buy the products advertised. Which we most certainly do.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

Looked over quite a few local stores the other day, and found large and varied stocks, attractive prices, and a friendly attitude in the local stores which was refreshing. Why go elsewhere?

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. \$1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Famous for fine food. Clown Room. Delectable drinkables. A friendly place. **BOYES SPRINGS FOOD CENTER**. Holiday time calls for the finest in food—and that's what we stock, at low prices. Take-outs.

Fellow sent us a coupla poems poking fun at our failure to get a satellite in the air to date. Not printing 'em, because it's not a matter for jest. On the other hand, we don't see why our people worry so much about the Russian moon. Maybe it's just a matter of pride which has been hurt.

JIM'S MEATS, at Boyes Springs Food Center. Everything you'll want for Sunday dinners, everyday needs, and the holiday season. **EDSEL MOTOR CARS**. Frank Gregory, 300 France St., Sonoma. G. K. Hardt associate. Phone WE 8-4031 for demonstration ride.

Think we'll look into the new Constitution party, which just held a convention and is trying to get enough names on a sheet or two of paper to qualify as a legitimate party in the next general elections. We like many of its planks—an end to the income tax; withdrawal from the United Nations; no compulsory integration; end to excessive government spending, and such. Only plank we're not crazy about is compulsory Bible study in schools. Of course this probably won't hurt anybody, so it can be overlooked. But, folks, keep an eye on this movement.

CHRISTMAS GIFT HEADQTRS. A storeful of gifts, home and tree decorations, wrappings, cards. **RUGGLES VARIETY**, Sonoma. **BOB'S CIGAR STORE**, Sonoma (next to Hotz's). Give cigars, cigarettes, pipes, tobacco. Gifts that men appreciate!

We liked this (from our Portland lawyer friend): "Please ship me a few copies of your last issue of Moonbeams. I enjoy your style of writing. I send the paper on to relatives who, in turn, send it on to others, in a sort of chain. Thus your paper brings happiness to many."

ELECTRONIC DRIVE-IN—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839. **JOHN'S SEWING MACHINE SHOP**. New location—18375 Hiway 12. Repairs, service, parts, all makes. Vacuum experts. WE 8-8152.

Home is one place where a man can be free to say anything he pleases. No one will pay the slightest attention to him anyway.

B & L LAUNDROMAT, on hiway, Fetters. Save time and money—wash, dry, iron, right here. Especially during the cold season. **RICHFIELD SERVICE**, main corner, Boyes. Bud Delaney on duty. New station, now completed. Best service ever.

Next to last reminder: Moonbeams subscriptions by mail go to \$1.59 per year effective January 1.

Advertising rates go to \$1.25 per week effective January 1.

So now you know. Don't ever say you weren't properly warned.

LEE'S CHUCK WAGON, Sonoma highway. Noted for prime ribs. Smorgasbord. Charcoal broiled steaks. Varied menu. Cocktails.

BANCROFT NURSERY, Sonoma. See us for Christmas plants, corsages, cut flowers. Hospital deliveries—and for weddings, etc.

It a marvelous thing the way Valley of the Moon Cleaners have expanded since they located here a little over a year ago, in quarters down the Fethers Springs section on Jack London way. (That term is our answer to the ludicrous appellation of "Hiway 12" to a major city street.)

The cleaners took over a former garage building, one side of it, and installed a complete cleaning plant. All work is done on the premises. But business started off at a high rate, and has steadily increased. So much so that the proprietors have now taken over an adjoining storeroom and now occupy the entire building—and it's a big one.

Andy Trotto and his wife run the business, care for the increasing number of customers, make deliveries, pick up materials, and in general conduct an up and coming plant, a credit to the Valley. By the way, Andy is president of the Boyes Hot Springs Merchants' association, which is doing a lot to advance the interests of the Springs area.

LAZY R & T SHOP, 412 First St. East, Sonoma. Storeful of gifts.

Some furniture. Tools. Machine saw filing. Let's get together!

OUR RESORT, El Verano. Harvey and Melina on duty. Home of draft beer, and the Stein Club. But a good mixologist on duty!

More business and improvement notes: Parsons Lumber company's new retail hardware store—a handsome new building on the company's grounds along the highway, will have an informal opening next Monday, just in time for holiday buying. Formal opening will be held early in the spring.

Pacific Telephone has begun blacktopping the area around its relay station in Boyes, which should make for a decided improvement in downtown Boyes' appearance.

EL DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.
SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

We've never been reconciled to these pre-primary conventions held by the major political parties, during which some one candidate is usually given endorsement. The primary elections were designed to eliminate this pre-picking—but it's been ignored by the powers

that be. And we voters may well ignore the convention's endorsements too.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Dear Santa:

Please bring me a lot of early mail with proper postage and correct address. Bring me understanding and cooperation from my patrons, an extra share of patience and a tub of hot water for my feet.

Your Friend, A. POSTMASTER

(From Postmasters' Gazette)

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.

The price of food goes up, clothes go up, automobiles go up, and whoever publishes an advertisement apologizing for the higher prices? Why, then, do newspapers apologize all over the place when their prices have to go up too?

Yet newspapers do this, and right now they are doing it all over Wisconsin (and everywhere else in the nation). They go to great length to explain and justify a simple rule of economics that is taught to every schoolchild. When costs of production rise, prices must rise accordingly.

Of course, if the state owned everything, including newspapers, it could soak up the loss and charge it to you in taxes. But the state doesn't own everything in this country, and private enterprise is on its own. Whether it's food, clothing, cars, or telephone service, higher costs automatically bring higher prices.

... Newspapers, among all business, have always been the last to raise their rates. They have always been the rear guard in fighting inflation. And yet, when they do screw up their courage, and do what every other businessman has done years or months before, they feel they must apologize for it. Why, we do not know.

Dollar for dollar, the newspaper is the most inexpensive thing anyone can buy today.—Chilton (Wis.) Times Journal.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. Webster 8-2686.

From Herb Caen's Colyum: Sonoma's George Ross thinks, and rightly, that we should hear about Charlie Hughes, who lives in the Mission Highlands section of Sonoma valley—surrounded by retired military hotshots who have their names on brass plates outside their estates. Like so: "Willis G. Hale, Maj. Gen. USA, Retired," and "Charles M. Cook, Rear Admiral USN, Retired" and "Earl C. Stewart, Col. USA, Retired." Well, Charlie has a plate out front, too. HIS reads "Charles H. Hughes, Corporal USA, Retired" . . . However, in the Mission Highlands Mutual Water company, it all evens up. Ex-Cpl. Hughes is president, Gen. Hale is secretary-treasurer. And Col. Stewart is the meter reader!

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively

Next to Telephone Co., Sonoma

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553.

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TRIM YOUR TREE WITH SAFETY

It is Christmas tree time, and happy people all over America are selecting theirs from a mountainous supply of more than 30 million. Big trees, small trees; fat ones, slim ones—every one destined to be a focal point of joy in some home, some public place.

Christmas trees are naturally beautiful, and we can make them more so for the great occasion by adding lights and sparkling ornaments. But it is a sad truth that we also can turn Christmas trees into fire hazards if we neglect a few simple rules of caution.

The National Board of Fire Underwriters, in its annual appeal, once more has reminded all of us that a dry tree will burn fast—so keep it moist. Untreated paper ornaments or cotton "snow," frayed electrical cords and overloaded circuits, open candle flames, electrical switches under the tree, "hot spots" such as fireplaces, radiators, television sets, and electric bulbs—all are potential causes of tragic fires. That potentiality for tragedy, however, is easy to control.

We hope you find just the tree you want. We hope it becomes the most wondrously beautiful tree in the world. And we fondly hope that it will be a source of joy to you and yours because you have decorated it with safety.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

MENDEL'S CAFE, Boyes Plaza. Bring your guests here—for the best in steaks, seafood, Spanish dishes. Cocktails, too!

For that relative or friend now living elsewhere, why not Moonbeams for a year? Cost still \$1.29. They'll bless you for the next 52 weeks anyway. We'll send 'em a card too, so they'll know!

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